

## Message Text

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20

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 AGR-10

/059 W

----- 066673

R 060430Z JAN 75

FM AMCONSUL MELBOURNE

TO SECSTATE WASHDC 2542

INFO AMEMBASSY CANBERRA

AMCONSUL SYDNEY

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS MELBOURNE 0025

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: AGRICULTURAL EQUIPMENT CATALOG SHOW-AUGUST/NOVEMBER 1975.

REF: (A) MELBOURNE 1547; (B) STATE 213354; (C) STATE A-9166

1. SUMMARY: FOLLOWING ARE DETAILED COST ESTIMATES FOR A FIVE-CITY AGRICULTURAL EQUIPMENT CATALOG SHOW PLANNED FOR AUGUST-NOVEMBER 1975, TO INCLUDE EXHIBITIONS IN BRISBANE; PERTH, MELBOURNE, ELMORE (VICTORIA) AND ORANGE (NEW SOUTH WALES). ALTHOUGH AWARE THAT PARAGRAPH 4 OF REFTEL (B) SPECIFIED A THREE-CITY CATALOG SHOW, WE BELIEVE THAT THE RELATIVELY SMALL INCREMENTAL COSTS INVOLVED IN TWO ADDITIONAL MAJOR AGRICULTURAL EXHIBITIONS (THE ORANGE AND ELMORE FIELD DAYS) WARRANTS THEIR INCLUSION.

2. ESTIMATED BUDGET FOR AUSTRALIAN CATALOG SHOW-AGRICULTURAL EQUIPMENT:

A) LIBRARIAN/RECEPTIONIST (TO BE RECRUITED LOCALLY FOR BRISBANE, PERTH AND MELBOURNE: CONGEN SYDNEY AND MELBOURNE STAFFS WILL HANDLE ORANGE AND ELMORE EXHIBITIONS)-10 WORKING DAYS, AT US\$35

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DAY, FOR EACH CITY (I.E. BRISBANE, PERTH AND

MELBOURNE) US\$1,050.00  
B) PER DIEM-BRISBANE 10 MAN DAYS, PERTH 10  
DAYS; TOTAL: 20 MAN DAYS, AT US\$38 PER DAY US\$760.00  
C) TRAVEL (MELBOURNE-BRISBANE-PERTH-MELBOURNE 514.00  
D) RENT-A-CAR (FOR BRISBANE AND PERTH 412.00  
(B), (C), (D) ARE EXPENSES FOR FSO/FSL  
SUPERVISORY PERSONNEL  
E) CAMPAIGN PROMOTION 500.00  
F) PRINTING 500.00  
G) SITE RENTALS (US\$200 PER SITE) 600.00  
H) EXHIBITION SET UP/CONSTRUCTION (US\$150 PER SITE) 450.00  
I) MISCELLANEOUS (US\$100 PER SITE) 300.00  
J) SHIPPING COSTS IN AUSTRALIA (BASED ON 1,000 LBS.) 379.00  
SUB-TOTAL FOR THREE-CITY CATALOG SHOW IN BRISBANE,  
PERTH AND MELBOURNE US\$5,465.00

3 ORANGE/ELMORE EXPENSES:

A) LIBRARIAN/RECEPTIONIS (SEE 2(A) ABOVE) -  
B) PER DIEM (10 MAN DAYS EACH SITE 760.00  
C) TRAVEL, INCLUDING RENT-A-CAR 250.00  
D) CAMPAIGN PROMOTION 100.00  
3) PRINTING 100.00  
F) SITE RENTAL 400.00  
G) EXHIBITION SET UP/CONSTRUCTION 300.00  
H) MISCELLANEOUS 200.00  
SUB-TOTAL US\$2,110.00  
TOTAL FIVE-CITY PROPOSED BUDGET US\$7,575.00  
NOTE: WHILE THE ABOVE BUDGET FIGURES ARE AS PRECISE AND  
DETAILED AS IS FEASIBLE AT THIS STAGE IN THE PLANNING PROCESS,  
IT SHOULD BE EMPHASIZED THAT THEY ARE ONLY ESTIMATES, BASED ON  
THE BEST DATA AVAILABLE AT THIS TIME. WITH INFLATION FOR CY 75  
ESTIMATED AT 25 PERCENT, THESE FIGURES WILL PROBABLY BE HIGHER  
WHEN THE PROGRAM IS COMPLETED.

4. TENTATIVE DATES FOR CATALOG SHOW ARE AS FOLLOWS:

BRISBANE-AUGUST 7-16  
MELBOURNE-SEPTEMBER 22-29  
PERTH-END AUGUST/FIRST PART SEPTEMBER  
ELMORE-OCTOBER 7-8  
ORANGE-NOVEMBER 11-14.  
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WILL ADVISE SPECIFIC DATES LATER WHEN SPONSORING ORGANIZATIONS  
FINALLY DECIDE.  
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## Message Attributes

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